

ANDRIA PARK HUYNH

New York City Metropolitan area • 862-209-9172 • andriapark@gmail.com
[linkedin.com/in/andriapark](https://www.linkedin.com/in/andriapark) • andriapark.com

MANAGING EDITOR / MULTIMEDIA STORYTELLER

Award-winning editor and content strategist with 10+ years of experience developing wellness service journalism for mission-driven global brands.

SKILLS & DIGITAL TOOLS

SEO Writing and Editing • Interviewing • Researching • Newsletter / Email Writing • Social Media Management • Photo / Video Editing
Content Strategy • Podcast Strategy • Basic HTML • AP Style • AMA Style • Branded Content Writing

Digital Tools: ChatGPT Enterprise • Asana • Airtable • Google Analytics • Google Search Console • Google Workspace • Looker • SEMrush • Ahrefs • Greenhouse • Final Cut Pro • ProTools • Adobe Photoshop and Premiere • Wordpress • Confluence • Canva

FREELANCE EDITOR, Everyday Health & MyHealthTeam, Remote

OCTOBER 2025 - PRESENT

Execute high-impact content optimization for high-authority wellness libraries, editing new and outdated articles for clarity, scientific rigor, and brand voice.

- Eliminate outdated information or research and realign storytelling with modern audience behaviors and SEO best practices.
- Translate complex clinical research into accessible health content, integrating actionable takeaways, CTAs, and intent-driven metadata.

SENIOR EDITOR, Verywell Mind, People, Inc. (formerly Dotdash Meredith), New York, NY

JUNE 2021 – OCTOBER 2025 (PROMOTED FROM EDITOR)

Worked on the editorial team, managing new content production and shaping editorial strategy to deliver the highest quality evergreen mental health content in the category.

- Developed, managed, and edited high-impact evergreen and trending content for more than 50 articles a month, focusing on actionable mental health strategies that drove consistent audience engagement and habit formation.
- Owned the launch of key tentpoles, monthly content packages, and digital issues while triaging across visual, SEO, product, newsletter, and marketing teams.
 - "The Equity Issue" was a 2022 winner in **The Folio: Eddie & Ozzie Awards** for Full (Consumer) Issue in the Health / Fitness / Wellness category, with "The Work-Life Issue" as a finalist. "The Equity Issue" also won bronze in **Anthem Awards' Diversity, Equity & Inclusion > Awareness & Media Categories (For Profit)**.
- Oversaw a rigorous editorial workflow involving 20+ expert writers and 15+ Medical Review Board members, ensuring all content met the highest standards of accuracy and scientific integrity consistent with brand voice, sensitivity, and style.

Highlight: As the de facto head of personal stories, created guidelines and strategy, solicited/approved pitches, and optimized for SERP and maximum CTR; worked with the SVP of the AI team to fine-tune AI-generated content briefs, resulting in an **83% increase** in the team's workflow efficiency.

COPYWRITER, Samsung's Explore by Razorfish, New York, NY

DECEMBER 2018 – JUNE 2021

Worked on the editorial team executing up to 5 pieces of health, wellness, and lifestyle content each week for Samsung's branded content hub Explore, on behalf of Razorfish, one of the world's largest content marketing agencies.

- Pitched, researched, and wrote long-form stories on health, wellness, fitness, and lifestyle, such as "Your Go-To Fitness Motivation Checklist" and "Supercharge Your 30-Minute Yoga Flow with Galaxy," that drove traffic and conversion to Samsung's product offerings.
- Wrote engaging, scroll-stopping short-form ad copy for Meta/Instagram, dot com, paid ads, email newsletters, and push notifications.
- Curated the editorial calendar and landing pages according to monthly strategic insights, cultural trends, and client commerce launches.

Highlight: Interviewed high-profile celebrities within the client's influencer roster, including Millie Bobby Brown, Steve Aoki, Thom Browne, and more. Article on Millie Bobby Brown's healthy digital habits was the site's **second-highest performing article** in 2019.

WEB EDITOR / PRODUCER, WomenWorking.com, Creative Expansions Inc., New York, NY

MARCH 2017 - NOVEMBER 2018

Led a small team of contributors for this company that empowers women in the workplace by providing them with tips to succeed in their personal and professional lives.

- Conceived, assigned, wrote, and edited up to 20 original articles a week about posture-improving exercises, mood-boosting vitamins, hormonal imbalances, and more.
- Co-produced 5 episodes of "Unapologetically Honest," a provocative **YouTube video series** featuring millennial women discussing today's social dilemmas around self-perception, self-care, and bias.

Highlight: Increased the brand's Facebook reach by almost **3M followers** within one year and page views / unique users by 60%.

ADDITIONAL EXPERIENCE

As Content Coordinator at **Audible** (Amazon), managed 700+ external content partners/vendor relationships • Wrote hyperlocal news articles for **Patch** (AOL) • Started career as an intern at **Viacom** researching slideshow ideas for **TheFABLife** and **BestWeekEver** (VH1); fact-checking celebrity features at **Nylon**; and reporting on small business news for SuburbanEssex.com (Vicinity Media Group).

ACTIVITIES & INTERESTS

Mental health advocate, dog walker and sitter, RYT-certified yogi, travel enthusiast, budding photographer and videographer

EDUCATION

Rutgers University, Newark, NJ — BA in Journalism & Media Studies • New York Film Academy, New York, NY — 12-Week Filmmaking Program